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Rural Lines

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Long Range System Planning: Look for
Good Service, Sound Financing, Page 4



A Message from the

ADMINISTRATOR

Most rural electric and telephone systems recognize the necessity of renewing plant and equipment.

I'm not so sure, however, that the same concern is shown about a much more important factor—the human element. As I have said at several meetings of borrowers, I can look around and see that the men who are older than I outnumber those who are younger.

Many REA borrowers are acting, wisely, to bring new faces and young blood into the board of directors, the office staff and the work force. This has a twofold benefit for the electric and telephone systems: by relieving the strain on older and experienced personnel their services can be retained longer, and the younger people bring a fresh viewpoint to the direction and operation of the utilities.

Younger board members can benefit by absorbing and keeping alive the fine pioneer spirit of rural electric and telephone systems, while at the same time serving as a voice for a new generation that is making broader and more intensive use of these farm services.

Perhaps the ideal board is one that has balance between older and younger members—the older ones for the rich experience they can apply to new needs and situations, the younger ones to help provide the dynamic force required of a growing and successful business.

David G. Hamill

Administrator.

LONG RANGE SYSTEM PLANNING

IF YOU are concerned about what the future holds for your rural electric system, you may want to take a closer look at REA's newly developed long range system planning idea. In brief, it is an engineering concept which meets future needs through continuous planning for a gradual and integrated growth.

To see the picture in the terms of the amount of plant that will be required, take your estimated future load and see what would happen if you had to meet that load today. In general, you can estimate the future load as being three to six times your present peak month load for all consumers.

The need for long range system planning arises out of the nature of the rural utility business. In most other enterprises, you build a plant and then settle back to operate it. But a rural electric system is different; it never stops growing. At the same time, different parts of the system are wearing out at different rates of speed. In general, we know the life expectancy of each component part of the system; and, in general, we can estimate about what year different replacements must



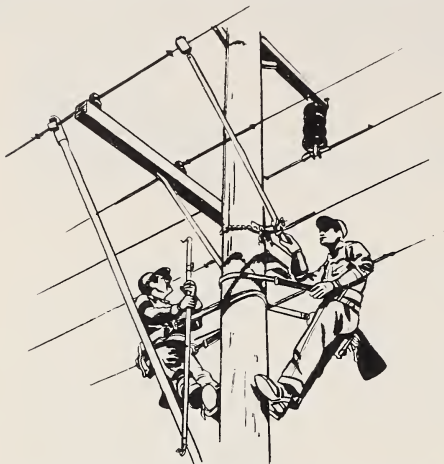
be made. To this extent, we have some guideposts.

In other words, the physical plant is not a fixed, rigid part of the landscape. Rather, it grows to meet the needs; it shifts as the nature of the area shifts; it expands as power use expands and it is constantly wearing out and being replaced.

There is another unique characteristic of the rural electric business which affects thinking: namely, once in operation its life is assumed to be forever. The plant is not there for just 35 years, but for as long as farmers will need electric power.

While no one expects to plan for eternity, there is an obligation to plan for more than short periods. The sons and grandsons of members will be the future consumers. They deserve to inherit a system that has been planned and developed in an intelligent

manner. Whatever is done today affects the system of the future. Where a substation is located today may have much to do with



tomorrow's service, and where a transmission line is strung today can have much to do with a capital investment required 10 to 15 years from now.

Physical plant represents the tangible evidence of a co-op's investment, but success or failure depends on an intangible—the electrical capability of the system.

There are three main steps in system planning: system analysis, planning and annual appraisal and revision. These steps, together with the procedure for system planning, are detailed in a bulletin soon to be circulated to borrowers.

The plan for system growth developed by the planning engineer will be expressed in terms of major facilities, load levels and dollar costs. It will provide the basis for the most practical and economic growth that can assure quality service to the consumers.

Long range planning, far from being a crystal ball peek into infinity, is designed to insure that

your plan is practical. It means that each step you take is related to another step. There is a master plan, but it is reached stage-by-stage rather than in giant strides.

Each year, therefore, management and the planning engineer take a new look at what is going on. They will review consumer needs, power availability and the capacity of the system to deliver that power. The co-op is determining what improvements are needed now and how to install them most economically. It is establishing a base for investment of work and dollars—a base on which to build the successful system of the future.

The business of providing electricity requires a great amount of engineering, and a co-op should seek out the best engineering advice it can get. The technical advice of the competent engineer will help management to steer a course leading to both good service and financial stability.



Annual Report Available

Single copies of The Report of the Administrator of the Rural Electrification Administration, 1956, may be obtained by electric and telephone borrowers from Information Services Division, REA-USDA, Washington 25, D. C.

Power Use Teamwork

A NEW idea in power use promotion is paying off nicely for four rural electric cooperatives and an electric company in Kansas, who teamed up to share the expense of a full-time power use "coordinator."

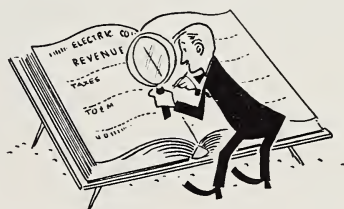
The arrangement is further proof of the old saying that there is more than one way to skin a cat, because when the individual systems felt they couldn't each afford a power use man they banded together to do the job jointly.

The power use coordinator, John Foute, Jr., keeps pretty busy, what with about 135 dealers to call on in the area, working with county agents and extension service people, keeping in touch with activities of 4-H clubs, the FFA and the schools. He helps the individual co-ops with their power use programs, in addition to planning over-all programs for them and the dealers.

Working together in this team effort are the Central Kansas Power Company, Hayes; Norton-Decatur Cooperative Electric Company, Norton; Western Cooperative Electric Association, Wakeeney; Northwest Kansas Electric Cooperative Association, Bird City, and Great Plains Electric Cooperative, Colby.

Leon L. Wick, manager of Western Co-op, says: "We needed an idea to keep dealers posted on power use developments and help

them promote sales out here in our corner of Kansas. We set up this team approach and began working as the Northwest Kansas Electric Association. We finance the arrangement through an assessment on the co-ops on a membership basis, with the electric company matching the sum. So far the funds have been more than ample for the job.



"Mr. Foute works pretty much 'by ear' on his job, because as far as we know this is a brand new power use idea and he has few guidelines to follow. Essentially, his job is to keep in close touch with dealers and offer them sales promotion ideas, although he has also done well in contacting distributors and manufacturers to tie them in with dealer merchandising."

The managers of the participating systems agree that the plan has worked well in building power use and in improving relationships with the dealers in the co-op's service area. The plan has also forged a strong bond of understanding and cooperation between the co-ops and the power company. As Mr. Wick says,



"Forming this group has brought everyone closer together. We now recognize each other's problems and we're working together to solve them."

The man who's doing the leg work is enthusiastic about his job. Mr. Foute says there are many dealers who haven't the time or the staff to plan merchandising programs, but they are willing to listen to suggestions and follow through with promotions.

"We try to convince dealers, distributors and manufacturers that there is plenty of appliance business in rural areas," he says. "We work on the idea that the business is there and they will get it if they go after it."

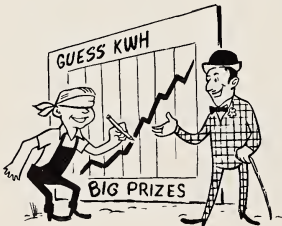
Lee Hinshaw, a Wakeeney appliance dealer, was pleased with the results of a "sealed meter" contest promotion suggested by Mr. Foute. The idea was to fill up an electric freezer with food and keep it connected for a month.

Contestants were to guess how many kwh the freezer used in that time, with the winner getting an electric range donated by Mr. Hinshaw and a distributor.

"We had more than 300 people taking part in that contest," Mr. Hinshaw states. "We made two freezer sales directly from this promotion, plus getting a very fine prospect list. The contest built up a lot of good will for us which I feel sure will lead to future sales."

One of the first to back the plan was Ross Beach, general manager of Central Kansas Power. "We feel the work of the coordinator is helping everyone — dealers, co-ops, our company and consumers. We firmly believe it is a practical way of building revenue for all concerned. Dealers like the plan, too. They know we're not merchandising anything but service and cooperation — ideas that will help them.

"In these days a dealer can't sit still and wait for business to come to him. It's a buyer's market and every dealer must make an effort to find the buyers. I think that is the main reason why the dealers find it pays to work along with our association."



When Things Are Going Good For The Co-op, This Manager Advises

DON'T EASE UP

STEADY improvement over the past few years in power sales and in general financial condition has pleased the directors and managers of Rural Electric Company, Pine Bluffs, Wyoming, but it hasn't brought about any inclination to sit back and take it easy.

'We've gotten our co-op affairs in pretty good shape and we mean to keep things that way,' says Basil E. Lyons, manager. 'If our load should begin to drop we'd be in for trouble. We figure it's much easier to keep our operation rolling in high gear than to have to start all over again.'

That is good advice for any co-operative, for power use programs have a way of building up added momentum once they have gotten well under way.

1955 figures show that Rural Electric sold 18½ million kwh in that year, averaging 337 kwh per residential consumer monthly. Nine years before that, when Mr. Lyons took over as manager, the 800 consumers were averaging only about 80 kwh per month. The co-op has grown in all respects, and now serves 3100 consumers on more than 2000 miles of line.

Along with the growth in consumers and average kwh has come financial stability. Back in 1946 Rural was nearly \$60,000 in the red but now, even with the tremendous expansion that has



Basil E. Lyons, manager of Rural Electric, keeps kwh soaring through sustained and aggressive power use plan.

taken place in the plant, the co-op has a comfortable cushion to work on.

What accounts for this dramatic change in the co-op's affairs? Mr. Lyons says he couldn't put his finger on any single factor.

'It's been a combination of things,' he explains. 'Electric irrigation got off to a good start in our area and is actually still developing. We serve three counties in Colorado, three in Nebraska and two in Wyoming. The farmers have found that irrigation has stepped up their yields of alfalfa, potatoes, beans and corn. Right now there are nearly 350 pumps on our lines averaging 22½ horsepower, and more are going in all the time.'

'Our seasonal irrigation peak is about double the December con-



sumption peak, so now we're working to step up winter power use to get a better balanced load."

Heading up Rural Electric's power use promotion is electrification adviser J. E. Thompson. He has done a good job getting big turnouts for appliance meetings, making use of visual aids and demonstrations. He works closely with county agents and home demonstration agents and calls on other specialized agriculture leaders for technical assistance.

The co-op gives solid backing to Wyoming's statewide "all-electric" farm program and was one of the first to set up definite requirements for qualifying for the all-electric farm plaque. Rural Electric's specifications call for an electric range, electric water heater, water pump, refrigerator and at least three electric motors for a farm to qualify as "all-electric."

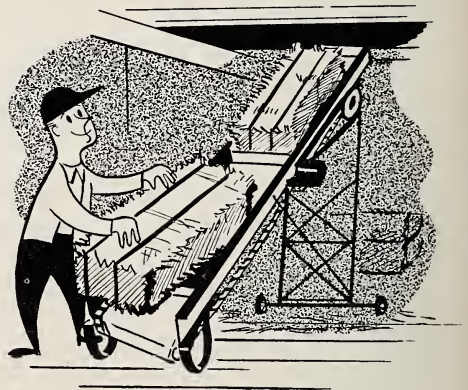
Another successful promotion was the joint sponsorship with a Pine Bluffs implement company of a welding school that drew more than 60 enrollees among the farmer-consumers.

Right now Mr. Lyons and Mr. Thompson are particularly enthused about the way crop dryers are catching on with farmers in their area. The 80 dryers on the lines are good load builders and are proving a real help to the hay makers.

"We've been promoting crop dryers for several years in our newspaper and radio advertising," Mr. Lyons says. "We have a working agreement with a Denver manufacturer who has been very cooperative. We get numerous inquiries and calls from prospective buyers, and we turn in the names and addresses of interested farmers to the manufacturer's field man who follows up on the tips."

Confident that their member-consumers are going to use more and more electric power, Rural Electric has already started a heavying-up program to be prepared to meet future demand. Six new substations have been installed in the past two years, two more are due to go in this year and one in 1958.

Mr. Lyons, a manager who came up through the ranks, knows the electric cooperative business from the ground up. He says he is still able to handle the jobs of most of Rural Electric's staff. But



our guess is that he's going to keep devoting his time to seeing that the rosy picture that has developed for Rural Electric Company doesn't fade.

*"You Lose Your Usefulness
When You Slight Service"—*

Advice from Ohio's Pioneer

IT WAS a happy choice for a name when Ohio 1, with headquarters at Piqua, Ohio, was christened Pioneer Rural Electric Cooperative.

As soon as the cooperative got into operation the management started pushing power use and was one of the first to guide its promotion efforts through the use of appliance surveys.

Manager A. E. Halterman and electrification adviser Harold Darst have concentrated efforts on the power use promotion from the time the cooperative started. Mr. Halterman is a real veteran in rural electrification. He not only helped organize Pioneer but also did promotion work for 25 other rural electric cooperatives in Ohio.

Pioneer put a lot of emphasis on demonstrations in its power use promotion, working on the theory that members are more likely to buy equipment when they've got facts to go on. Away back in 1938 a chick brooding test was conducted by the co-op, pro-

viding members with information on cost, kwh consumed, most effective temperatures and general information on handling the equipment. The result was a steady increase of brooders on the lines. Milking machines were put under test on four farms and similar information given to the consumer-members. An upsurge in the use of milking machines followed.

Right now tailored wiring is getting a lot of attention from Pioneer. The co-op follows through carefully on trouble reports and finds that in most instances inadequate wiring is the cause.

Co-op employees study the farmstead to determine the future load and give the member detailed wiring plans which are usually above code standards. Before a member pays for his wiring the job is inspected and the member is given an exact report of what the contractor has installed.

Newsletter publicity helps keep the members informed of the need for adequate wiring. In 1955,

Board members pose at Pioneer's 20th anniversary in 1956. Left to right are L. U. Hill, sec'y., Paul Boerger, treas., A. E. Halterman, mgr., W. R. Joslin, pres., Edward Bates, 1st v.p., Walter Gillman, Lawrence Courter, Harry Littlejohn, 2nd v.p. Adam Wilgus and Clark Garber are not shown.



1000 of the co-op's 6200 members voluntarily requested help on their wiring needs.

Mr. Halterman says, "A cooperative exists for the benefit of its consumer-members. When service to members is slighted the organization loses its usefulness and ultimately may go out of the picture entirely."

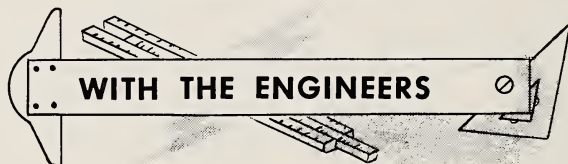
The continuing appliance survey emphasizes how rapidly farmers accept and buy new electrical appliances that appeal to them. For example, television sets increased from 874 in 1950 to 5200 in 1955; portable grain elevators from 675 to 1240; automatic washers from 243 to 1364 and room air conditioners from 0 to 124.

Impressive as these figures may be in demonstrating the wide and varied use of rural power, they also reveal that no appliance has

reached the saturation point on the system's lines. There is still an active market for the dealers in the area, and there's still ample reason for Pioneer to keep pushing its power use program.

How well the power use program has paid off for Pioneer and how much rural power means to the dealers in the area is graphically shown in a comparison of some of the figures from the first survey published in 1938 and data from the most recent check.

Refrigerators on the lines increased from 119 to 5952; water systems from 153 to 4712; electric ranges from 89 to 3472; milking machines from 40 to 1860; chick brooders from 50 to 1736 and electric water heaters from 28 to 3472. During the same period the average monthly kwh per consumer grew from 47 to 447.



Plan a pole-by-pole inspection and maintenance program for a line when it is 13 to 15 years old. A spot check 8 to 10 years after installation may show that this program may be deferred.

• • • • •

Clean and dry hot line tools mean better and more effective protection to the lineman.

• • • • •

Long-range planning is needed to show what the goal is and how it may be reached.

• • • • •

Before you charge equipment failure to a manufacturing defect be sure that the equipment has been properly installed and maintained.

• • • • •

Plastic insulating tapes on service connections and splices are preferable to friction tapes which absorb and hold water around the joints.

SAFETY



Check Up On Those Rubber Gloves

PROBABLY no one would dispute the need for employees wearing rubber gloves when working on or around energized power lines. But, REA's safety engineers say, sometimes management may take it for granted that workers are properly using and caring for their rubber protective equipment.

Formerly about 75 percent of fatalities to borrowers' employees was due to lack of proper hand protection, but reports received by REA show that only three of the 12 fatalities in 1956 were caused by electric shock. This indicates a growing awareness on the part of management of the importance of proper use of protective equipment.

The safety engineers urge that management continue to check up regularly to see that rules on the use of rubber gloves are being strictly observed by cooperative personnel.

The same urgency applies to the proper care and testing of rubber gloves. Flaws in rubber gloves could make their use more dangerous than no gloves at all, since they would give the worker a false sense of security.

Good reference on the subject is REA Bulletin 168-2, *The*

Use, Care and Testing of Rubber Gloves. Besides outlining how rubber gloves should be used and cared for, the bulletin also deals with other rubber protective equipment such as blankets, sleeves, line hose and insulator hooks.

The bulletin not only lists rules on the use of gloves, but also points out the limitations of this equipment. For instance, rubber gloves should not be depended on as the only protection when working on voltages above 3000 volts to ground. Above that voltage, workers must use hot line tools *plus* rubber gloves.

The bulletin is intended to set up guidelines and recommendations on generally accepted practices in the use, care and testing of rubber equipment. Frequency of testing may vary with local working conditions or the amount of wear to which the equipment is subjected. When co-ops buy rubber protective equipment they should be sure to obtain the manufacturer's detailed instructions on its use and care.

It's important for every co-op to review its employees' practices in the use and care of this protective equipment. A check-up now could prevent a fatality to one of your workers.

More than a mile of poles have already been set by this time on the afternoon of the first day of work. Wire trucks are right behind this crew of workmen.

Co-ops Team Up To Bring Emergency Power To Iowa Town



Mr. Schreiner



THREE rural electric cooperatives pitched in with men and equipment to bring emergency power to the town on Manning, Iowa, in December when a breakdown in the municipal light plant threw the community into semi-darkness.

Town officials called Clayton Schreiner, manager of South Crawford REC, Denison, to ask for help at 3 A.M. on a 20-below zero morning. Six hours later he had men and equipment working on the rush job, building a mile and a half of line to tie in the municipal plant with South Crawford's 7200-volt line.

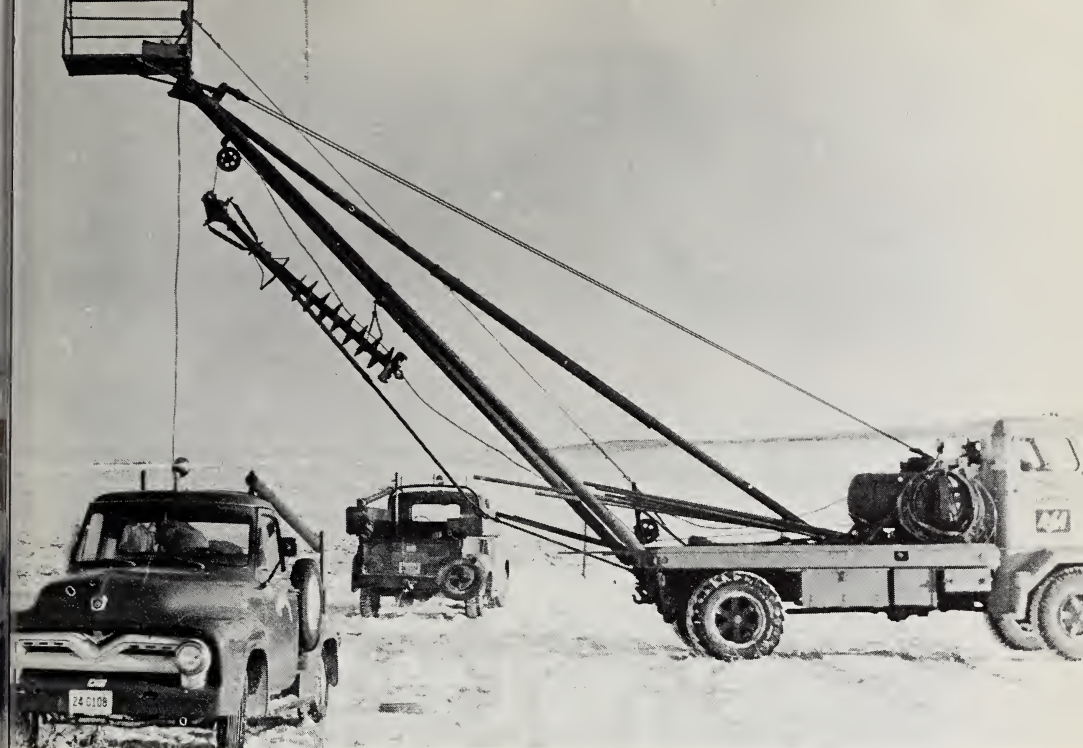
Other co-ops working on the project were the Glidden REC, Glidden, and Nishnabotna REC, Harlan. Thirty-eight hours after the breakdown they had the job completed.

Mr. Schreiner was expeditor and coordinator of the job. The board of trustees of the Manning municipal light plant gave special thanks to Mr. Schreiner and his working crews in a 3-column, 7-inch advertisement on the back page of the *Manning Monitor* the next week.



Breaking ground for the first of 26 poles set on the emergency job are two members of the Glidden REC, working in temperature 5 above zero. Ground was frozen so hard it was necessary to dynamite before boom truck could drill efficiently.





Connecting lines to transformers outside Manning. Co-op workers are nearing end of their four-day rush job. By this time temperature "moderated" to about 20 above zero.



Crews work in the snow, attaching hardware to pole before hoisting it into place.



In she goes! This scene was repeated 26 times as crews did record-breaking job of building emergency line to supply the town of Manning with power.

POWER USE EXCHANGE



Promotion of electric radiant home heating is really beginning to pay off for the **Southwestern Federated Power Cooperative**, Creston, Iowa, and its five member distribution co-ops. *Power News* reports that 25 consumers are enjoying electric radiant heating this winter. All installations have been made since 1954. Topping the list with 13 electrically heated homes is **Clarke Electric Co-op**, Osceola.

A full-time home economist has been added to the staff of **Nodak Rural Electric Co-op**, Grand Forks, North Dakota. Formerly a home economics teacher and county home extension agent, the new staff member will offer demonstration and planning services both to individual consumers and to groups.



Electric lights are used by a Colorado poultry man to keep his layers working 14 hours a day, resulting in a good increase in egg production. The *San Isabel Hi Lines* tells that the member has installed ninety-six 40-watt bulbs in the hen house, with a time clock that turns on the lights from 4 to 10 p.m. Be-

sides turning night into day the lights, combined with the body heat from the chickens, provide all the heat needed in the 2000-hen building.



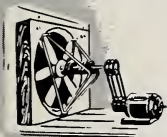
4-County Electric Power Association, Columbus, Mississippi, sponsors a TV program on which the co-op's electrification adviser and the area home economist show viewers how to live better electrically. Second half of the program is devoted to public relations, plugging activities of youth clubs, church and civic organizations and other groups.

The Rural Electric Missourian reports that farmer Ervin Nolte installed a combination cattle and hog waterer five years ago that has more than paid for itself in increased production. The **Callaway Electric Co-op** member says it costs only a few dollars a year to operate the waterer. Heating unit kicks in when water temperature drops to 47 degrees, turns off when it reaches 53 degrees.

Employees of **White River Valley Electric Co-op**, Branson, Mis-

souri, believe in the slogan "Go all electric." Featured in the co-op's newsletter recently, perhaps as a good example to members, was foreman Pete Klineline, whose home is equipped with electric range, electric water heater, television and numerous small electric appliances.

Cass County Electric Co-op reports 1956 was a successful year on their "Bag of Bulbs" promotion, which is part of a program to promote adequate lighting in members' homes. The co-op packages bulb assortments in handy freezer bags. Organizations to which members belong sell the "Bag of Bulbs" at the regular retail price, with the freezer bag and a 100-watt pink bulb as a bonus. Club treasuries are enriched 75 cents on each bag sold. The promotion has been continued this year.



Early harvesting of corn, made possible by electrical drying equipment, saves 5 bushels per acre, the Pruemer brothers of Teutopolis, Illinois, told the *Illinois Rural Electric News*. And with 200 acres planted to corn, it won't take the drying equipment long to pay for itself. Drying is done by four 24-inch fans which force unheated air through 12 ducts.

Good idea to help boost cooperating appliance dealers' sales is **Crow Wing Cooperative's** plan of featuring them in its monthly newsletter. The Brainerd, Minne-

sota, co-op devotes nearly a full page to a photo and story of a dealer in each issue, telling about the lines he features, special bonuses available and a biography of the owner. The articles remind readers that the dealer sells through the co-op's budget plan. It helps sales and makes the dealers happy, too.



A new use for electricity has been found in rural Alabama, since the coming of sheep raising on its year-round pastures. Now when the sheep shearing crews come around they do their job with electric shears. Takes about three minutes to remove the wool from a lamb.

At a recent board meeting the **Illinois Statewide Association** of electric cooperatives agreed to ask each district of the statewide association to name a co-op manager or electrification adviser to serve on the **Illinois Farm Electrification Council**. Purpose is to increase active participation by the co-ops in I.F.E.C. matters.

More than 225 high school boys have taken week-long instruction in farm applications of electric power in a program sponsored by **Broad River Electric Co-op**, Gaffney, South Carolina. The co-op's agricultural engineer, Bob Carroll, conducted the course in six high schools during the first term, working in close cooperation with the agriculture teachers of the schools.

Central Iowa Co-ops Sponsor TV Program

As a boost to their power use and consumer relations programs, six REA electric borrowers in central Iowa have joined forces to sponsor a popular public affairs television program, "This Is Iowa Talking."

First of the series of 26 cooperative-sponsored programs was staged in December over station WOI-TV, Ames, with representatives of the Iowa Farm Bureau Federation and the Farmers Grain Dealers' Association as guests.

The six sponsoring co-ops are Glidden REC, Glidden; Marshall

County REC, Marshalltown; Guthrie County REC, Guthrie Center; Pocahontas County Co-operative, Pocahontas; Greene County REC, Jefferson, and Hardin County REC, Iowa Falls.

A representative of each cooperative serves on a committee to suggest material for the two commercials on each program and to pass on the final drafts of the commercials.

Format of the program is discussion of current problems facing Iowans and what could or should be done to meet the problems.



Newsman Bob Hogan and Phil Miller (at left) serve as moderators on co-op TV program "This Is Iowa Talking". Guests shown are Dan Murphy, Iowa Farm Bureau Federation, and Don Edison, Farmers Grain Dealers' Association.

Promotion Film Available To Borrowers

REA is completing a new 10-minute color motion picture entitled New Look at Electric Farming for borrowers' use as an aid in power use promotion. The film illustrates uses of electricity in increasing production and reducing labor on farms, and shows a renovated, completely electrified farm kitchen.

Release date of the motion picture will be about April 15. It will be available on a loan basis for single showings, with borrowers paying only the return postage. Supply of loan prints will be limited and requests will be filled in the order of receipt. Date of showing and length of time needed should be stated in requesting loan.

Prints for permanent possession may be bought for approximately \$45. Requests for either purchase or loan of the new film should be addressed to: Motion Picture Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Rural Lines

Rural people on the farm, in the home and in industry look for reliable telephone service in their daily tasks. For helps to test customer satisfaction on your lines, see page 21.



On The Farm



In The Home



In Business



Electric Power and Telephone
Service Are Forces Behind This

Community Growth

MINIDOKA County in south central Idaho provides a good example of how rural electric power and rural telephone service combine to help a thriving community maintain its economy on a high level.

The area has an average annual rainfall of 11 inches, but deep well irrigation has made it possible for farm residents to produce consistently good crops of diversified products.

Serving the business and social needs of the southern section of Minidoka county is the Project Mutual Telephone Cooperative

Association, with headquarters in the town of Rupert. Last year with REA loan funds this system cut over its Rupert exchange to modern dial and enlarged its Paul exchange. Besides improving service to its 1500-plus subscribers, the system was able to extend service to about 900 new subscribers.

Now Donald Dickson, manager, and his far-sighted board of directors, are already looking forward to further expansion, because irrigation has opened a new "land of promise" in the area.

The former dusty, arid lands of the North Side are being broken into farmland through tapping a vast underground water basin discovered some years ago. The Bureau of Reclamation is opening about 70,000 acres of withdrawn land for settlement, selling irrigation water at low rates to the homesteaders. A total of about 650 farms will eventually be set up, with about two-thirds already in operation.

Private development is also under way in that general area, with the same good water supply tapped to irrigate the land. Last summer there were about 200 deep wells drilled on both privately owned and government homestead lands on the North Side. Complete development of the area will require a total of 350 well pumping units, adding up to about 65,000 horsepower.



Typical settler in North Side area puts his money in farm equipment, lives in temporary dwelling to get farm started.

Veterans with farm experience who have settled in the development area are concentrating on buying their farm equipment and getting their lands into production. Even homes are a secondary consideration for these enthusiastic farmers, and many are living at present in temporary structures.

With the plentiful supply of irrigation water, the settlers figure they'll be able to grow just about anything. This past summer many of them harvested crops of peas, potatoes, sugar beets, grain, hay and beans.

But even while they are busy with their farm chores, irrigation and setting up homes they are putting telephones on their "must" list. They are alert to the value of dependable and convenient modern communication in contacting market centers and running their farm enterprises.

Project Mutual is keeping an eye on the new development and its service possibilities. Rupert, headquarters of the 40-year old system, has special significance to the economic well being of the area. It is the county seat of Min-

Manager Donald Dickson looks to further expansion in the future.



Telephone co-op's headquarters are located in Rupert, busy commercial hub of the farm area served by Project Mutual.

idoka county and is well served by rail and highway routes. The community provides most of the facilities required to serve local agriculture, and Project Mutual is the link between the farmers of the area and Rupert's merchants.

Prospects look bright for the area, and Project Mutual plans to continue expanding its service to keep pace with developments.



Numerous irrigation canals like this one have made possible the development of new farmlands in Minidoka county, Idaho, leading to an influx of farmer-settlers.

Take A Good Tip

From This North Carolina

Telephone Co-op:

Tell Your Story

THE MANAGER of the Yadkin Valley Telephone Membership Corporation, Yadkinville, North Carolina, knows the value of good subscriber and community relations, and he cashes in on every opportunity to build good will.

A. William McDonald took over the reins of this busy telephone system early last year, and since then he has never missed a chance to present his co-op in a favorable light to the community it serves. On this page are reproduced some recent newspaper articles carried in the Yadkinville paper and other county publications. They are a good example of the kind of publicity that telephone systems in rural areas can use to good advantage.

Besides keeping on the alert for publicity in the local papers, the co-op publishes an interesting monthly newsletter. The columns keep members informed of new developments in the co-op's affairs, and plug the advantages of additional telephones or up-graded service. The newsletter also helps in seasonal selling, reminding members that telephone service is a welcome gift at Christmas, Mother's Day, Valentine's Day and other holidays.

The co-op uses bill stuffers to good advantage to sell extension telephones, colored sets or other revenue-building services. Bill stuffers are also used to give notice of new policies, such as the recent one that announced that automatically timed disconnect equipment was going into effect. The well worded announcement emphasized the point that the 7-minute limit on local calls was designed to give better service for party line subscribers.

The good will policy seems to be paying off, for in December the co-op announced its 2000th subscriber and at latest reports the subscriber sign-up campaign was still going strong. Yadkin Valley serves its subscribers through five modern exchanges.

'Phone Group Holds Annual Meet Here

The Yadkin Valley Telephone Membership Corporation held its second annual membership meeting here Saturday afternoon, with over 250 persons attending.

President James M. Parks presided, with Rev. Leslie Winslow giving the invocation. Members and guests were welcomed to the banquet by mayor John Durham. Business reports were presented by H. C. Myers, Jr., secretary-treasurer, and A. William McDonald, manager.

Guests included Asher L. Young, field representative of the REA and E. P. Holmes, N. C. Rural Electrification Authority.

The major address was given by J. C. Jones, manager, Davis Electric Membership Corporation. He emphasized the need for active interest in the operation and progress of the cooperatives to give a historical effort needed.



'Phone Service Hits 2,000 In Cooperative

Mr. and Mrs. Monroe Lineberry, who live in the Smithtown community in the Yadkinville area, are the 2,000th Yadkin Valley Telephone Membership Corporation member.

Man Disrupts 'Phone Service With Shotgun

All rural telephone service in Yadkin County south of Highway 3,000 customers was placed temporarily out of service Saturday by a shotgun blast in the Forbush area. The primary telephone cooperative business in the area was apparently hit by a deliberate person.

Don't Overlook Traffic Registers; They're Your System's Gauge Of

Customer Satisfaction

THE COMING of unattended, automatically switched telephone systems has marked the passing of a valuable good will ambassador in the person of the local telephone operator. She is particularly missed in rural areas where she often soothed the feelings of irate subscribers who felt that service was inadequate.

However, REA's telephone operations and maintenance engineers remind borrowers that they need not unwittingly permit customers to fret about inadequate service, because each dial central office has a built-in gauge of customer satisfaction — the traffic registers.



These electro-magnetic counters are among the most useful and most important tools that management has to forecast traffic overload on the system. Some of the facts of your traffic pattern

that these automatic counters will register are:

When a call is originated or completed (*Peg Count*)

When a group of equipment is all busy (*All Trunks Busy*)

How long the group remains busy (*Timed All Trunks Busy*)

How many times the last trunk in a group was busy (*Last Trunk Busy*)

Number of attempted calls lost (*Overflow or Overload*)

The engineers stress the importance of taking and analyzing traffic register data at regular intervals. Sometimes, they say, this important management function is neglected in the belief that modern dial equipment will automatically take care of all subscriber needs. They suggest checking with your REA field engineer on the proper installation and use of the registers.

Excellent information on the effective use of traffic registers is found in Section 1720 of the Telephone Operations Manual, *Traffic Studies and Analysis, Dial Offices*. The section points out that actual traffic volume and load balance may be quite different from what was anticipated prior to cutover, resulting in some overloaded groups and idle equipment elsewhere. Likewise, the normal growth of a system will change the traffic pattern, as will subscriber habits with respect to calling rate, holding time and toll

volume. Any of these can lead to unbalanced load and result in customer dissatisfaction or uneconomic operation.

The section shows how the traffic register readings should be correlated with other factors to determine their significance, and emphasizes that the readings are useful only if they lead to corrective action. It then goes on to explain how to analyze the readings and gives sample counts, along with a sample analysis and recommendations.

Traffic studies tie in closely with merchandising and selling activities of telephone systems. If a good portion of subscribers consistently run into busy signals on their calls the reputation of the company suffers and the job of selling new subscribers or additional service is made that much tougher. On the constructive side, traffic studies can be a guide in your selling by indicating that a campaign to sell one-party service may be in order or that a new subscriber promotion is needed to use vacant lines and terminals.



Periodic register readings and proper analysis of the data from month to month will reveal whether your system is overloaded or

underloaded, whether you have trouble in some equipment groups and whether your equipment is offering satisfactory service. Anticipation of overload is important, because frequently several months will elapse before needed new equipment can be installed.

Throughout the industry the slogan "A Telephone Company Has Nothing to Sell but Service" is being broadcast, so it becomes more important than ever to be sure that your "product" has quality. Satisfied subscribers can help you sell service, and satisfied subscribers will be on the side of management when the need for such support arises.

The engineers point out that some large telephone systems have staffs of workers whose responsibility is to check the quality of service in order to protect the system's future. While small systems cannot afford to hire personnel for this purpose, management does have traffic registers as a method of quality control.

A useful by-product of traffic register readings is material for publicity and advertising. Impressive figures can be tabulated on the number of calls handled per hour, per week or per month. Give the story every now and then to your local newspaper editor. Such facts help show the important contribution your system is making to the business and social life of your community.

If you haven't been studying and analyzing traffic on your system, follow the engineers' advice on traffic registers and see how much it can help in building customer satisfaction and improving management procedure.

TELEPHONE

MERCHANDISING



POCKET Sales Manual—Installers and repairmen should look on selling as a natural part of the plant job. They need a handy pocket-size manual of selling information, which you can prepare at moderate cost either by mimeograph or printing method.

The manual can be as complete as you want to make it. However, minimum information required is a listing of the types of service available, showing connection charges and monthly rates; and a listing of equipment available, showing charges.

You should also include some selling pointers for the men—how to make the sales approach, how to gauge a subscriber's needs, how to close the sale, and so forth.

But remember, carrying a sales manual doesn't make your men salesmen. You've got to sell them on why and how they should sell your service, and you've got to keep following through to see that they are carrying out their part.

SEASONAL Selling — Don't overlook the possibilities of increased revenue through gift campaigns. Your subscribers know how valuable telephone service is to them, and you can convince them that a telephone is the finest gift they could give.

Use bill stuffers or special mail-

ing pieces to remind your subscribers that a "gift day" is coming up and that a telephone is always a welcome gift.

It's important to plan seasonal gift selling well in advance. For instance, right now is none too early to start planning a telephone gift drive for Mother's Day.

The plan works well for other traditional "giving days"—Christmas, Easter, Valentine Day, etc. But an important part of the job is to keep reminding your own employees to plug the gift idea.

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EXTENSIONS vs. Long Cords —Start a campaign on your system against every long cord. Get it out and you've got an extension telephone sold.

First of all, the presence of a long cord, or a request for one, proves the need for an extension telephone in the house. So, you've got a hot prospect right there.

Secondly, there are numerous selling points *against* long cords. They are dangerous as a tripping hazard, they are unsightly in a well kept home, they are inconvenient because the telephone must be carried around.

Third, all the selling arguments are *for* extension telephones, because extensions eliminate all the bad features of long cords.

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